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# ROMANCE OF BEEF

*by Cliff Faulkner*



Romance, like gold, may be where you find it, but none can doubt the "Romance of Beef" in Canada. Perhaps it began with the hard-riding men and the Longhorns they trailed into this country 'way back in the '80's, or earlier. It persists to some extent in the cattle business today and may perhaps continue into the intensive development of the future.

But to the breeders of purebreds, the cow-calf man who controls some grass, the cowboy who "gathers" the cattle and the feedlot operator who fattens them, the cattle business represents a job to be done — a livelihood to be earned.

Because of the romance — but more especially because of the men who made it romantic — this national organization of cattlemen is proud to have the opportunity and the privilege of saying a word in this, the first effort to give Canadians a glimpse of the cattle business as it is.

To the hardy breed — may their grass grow stirrup high!

*Gerard F. Guichon*

Gerard F. Guichon, President,  
CANADIAN CATTLEMEN'S ASSOCIATION.





## PROLOGUE . . .

No other North American industry wears the aura of romance which clings to the beef cattle business. For it was not the Winchester 73 but the cattleman who carried it that really won the West. Fur traders, gold seekers and buffalo hunters were first on the scene — that is true — but these adventurers merely probed the wild frontier.

Real settlement began with the cattle ranchers. Once they arrived the Wild West took a new name — COW COUNTRY. To people everywhere, the cowboy became a symbol of strength and courage. He was the vanguard of a mighty army — his uniform the broad-brimmed Stetson, leather chaps, high-heeled boots and gun. Horse stealing and cattle rustling were major crimes and frontier justice swift — if not always just.

But through all the “high, wide and handsome” tradition shone a larger symbol — FREEDOM. The rancher was a free man — a man of the great open spaces. And this is the symbol which persists today. For in spite of barbed-wire fences, cattlemen and dwindling grazing leases, the cattleman remains a traditionalist who scorns restrictions and resists change. Where the rest of Agriculture has become highly mechanized, he still relies on his trusty horse. Of his uniform, only the gun has gone. It is around these time-honored badges of his trade that much of that aura of romance revolves.

The beef business is all this, and more. It is an industry of clamor and movement. Out west, the long trail drive to market has mostly given way to swift truck hauls. But, sure enough, once you pronounce the cattle drive gone some stubborn cuss will make the news by

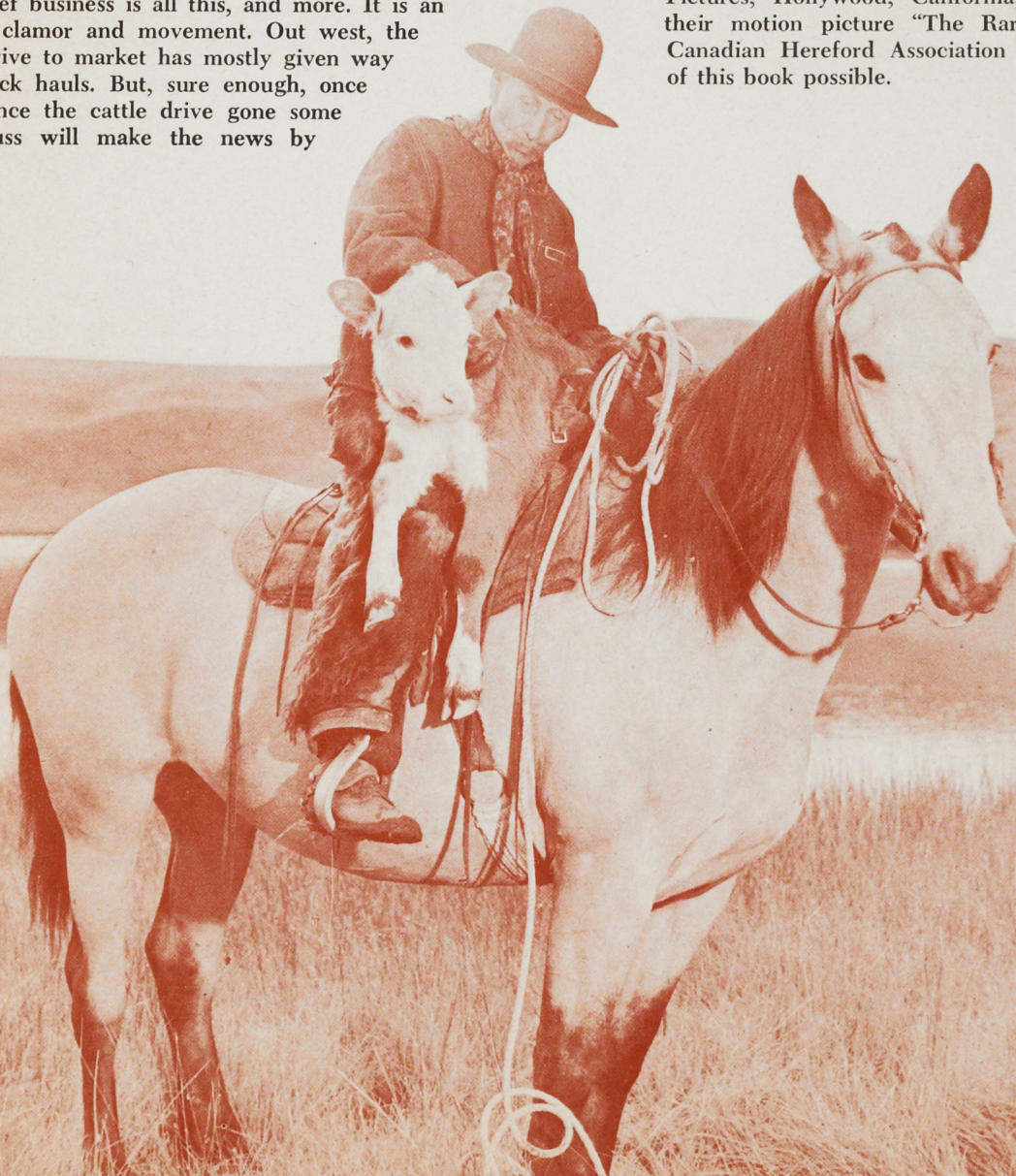
trailing his critters to railhead. Many western stockmen or stockmen associations still drive their herds to summer range and bring them out again with their calves in the fall.

Back at the home ranch there is the weaning and branding — a cacophony of bawling cattle, plunging horses and shouting men in air pungent with the scent of burning hide. Special weaning rations, tranquilizers and electric branding irons have not succeeded in dulling the excitement here. If you doubt this, you have only to attend that cattlemen’s festival — the rodeo — and hear the roar of city crowds as working cowboys test their skills.

There is clamor and movement in cattle marketing as bawling critters hit the pens and chutes of the stockyards. And a good deal of excitement too when they go through the auction ring where a different breed of cattle expert puts HIS skills to use. All this and more is conjured up to mind when you see a carload of beef cattle in an eastern railroad siding, even though the animals you are looking at might have been bred and reared by a corn farmer in the next county. This is a special glamour which only the beef industry can claim.

It gave me a great deal of pleasure to write this story and to work with Canadian Hereford Secretary, Charles Leech, who first conceived the idea and assembled this fine collection of photos. Thanks is due to Universal Pictures, Hollywood, California, for the scenes from their motion picture “The Rare Breed” and to the Canadian Hereford Association who made publication of this book possible.

—Cliff Faulknor







# THE WHITE MAN'S BUFFALO

They called them Longhorns, these tall, thin-flanked cattle that began to take over the great grassy plains which lay fallow in the wake of the slaughtered buffalo. And with good reason. A famous Longhorn steer by the name of "Champion" that was shown around the fair circuit at the turn of the century had a horn spread of 9 feet 5 $\frac{7}{8}$  inches! The average was just under 4 feet — still a mighty wicked set of horns by today's standards.

The first Longhorns came to North America with the Spanish explorer, Coronado, in 1540. By 1860 they numbered six million head in Texas alone and had begun to spread across what is now the southern United States. For thousands of years these fierce, agile cattle had been raised by the Moors of North Africa and by the Andalusians of Spain. They were not good beef animals by modern standards. Tall, bony, coarse-headed, coarse-haired, flat-sided and narrow-hipped, and all colors of the rainbow, they would be more at home in a bull fighter's ring than a show ring. But it is this very speed and toughness which enabled them to survive the rigors of frontier America.

Said Frank Dobie in his famous book *LONGHORNS* . . . "they could walk the roughest ground, cross the widest deserts, climb the highest mountains, swim the widest rivers,





—Universal's "THE RARE BREED"

fight off the fiercest bands of wolves, endure hunger, cold, thirst and punishment as few beasts on earth have shown themselves capable of enduring." In one case he tells of a Longhorn bull that fought and killed a huge grizzly bear. Old buffalo hunters vowed the Longhorn was 50 times more dangerous than any buffalo and could run with antelope speed. Only the fleetest horses could catch them.

Apart from their toughness, the Longhorns had one other asset without which no modern breed could long survive — the cows were good mothers. Most of them could be counted on to provide a calf every year and to keep on producing — in some cases until they had reached the remarkable age of 25 years.

In Texas, a cow without an ear tag or a brand was fair game for any man with a rope and a fast horse. Many of the pioneer spreads began in this way. Often these early cattlemen never even bothered to buy land, for out beyond the settlements lay oceans of free grass ready for the taking. A man could be in the cattle business without laying out a cent for buildings, fences or winter feed supplies. And he could hire all the riders he needed for \$20 to \$40 a month.

But raising cattle in Texas had one big drawback — it was far from potential markets. And so began the great cattle

drives to railhead over such trails as the Chisholm, Sadalia and Abilene, which soon grew famous in story and song. These first north drives brought only slaughter cattle for the eastern markets. But soon the character of the drives began to change, for in Texas a swelling Longhorn population was eating up the free grass. Cattlemen started to think about stocking the northern ranges. Then the trickles of cattle out of the Lone Star State became rivers — rivers of bobbing horns, flowing into New Mexico, Arizona, Kansas, Colorado, Wyoming, Montana and on up into Alberta and Saskatchewan. Between 1866 and 1890 an estimated 10 million head of the craggy creatures were driven out!

But the mighty Longhorns had one feature which doomed them as far as our modern cattle industry is concerned — they were slow growers. They did not reach top weight until they were eight or 10 years old. At four years, a Longhorn steer would average about 800 pounds — at 10 it would make 1,600 pounds. Today good range cows of Hereford, Angus or Shorthorn breeding might not be too handy at fighting off wolves and grizzly bears, but they can reach 900 pounds in less than two years. And they produce much finer beef in the process!





—Imperial Oil Print

# CANADA'S FIRST CATTLE

In Canada, too, the early cattle industry marched hand in hand with history, for the first cattle importer was Samuel de Champlain, Governor of Quebec. He brought in a few head from Brittany in 1619. These were small brown cows — much like our Jerseys — and probably dual-purpose animals, used for both meat and milk.

They were kept at a place called “L’Habitation” on land tilled by Louis Hebert, Canada’s first farmer. This site is now within the limits of Quebec City. In fact, it is occupied by the City Hall. About seven years later, a small herd was moved to Cap Tourmente on a farm that is now owned by Laval University. Writing about the early Agriculture of French Canada, Professor Firmin Letourneau of the Oka Agricultural Institute, describes a barn used to house these cattle: “We built up a barn stable with walls of stone, 600 feet by 20 feet, and two side buildings of 18 feet by 15 feet.”

Said Western range expert and historian, Dr. Alex Johnston, “It is not clear just when the first cattle arrived in the Northwest, but Hudson’s Bay Company records indicate that it was between 1700 and 1710.”

Hay was put up at Moose River, Ontario, in 1726, and cattle and sheep were kept at Albany on James Bay about that time. Shipping cattle by canoe sounds like a pretty shaky business, but that is how the first calves were brought to Canada’s northern plains. This could have been an omen, for the first cattle ventures turned out to be rather shaky propositions. Cattle were reported at Dunvegan, in the Peace River country, in 1823, and at Edmonton in 1842. The fact that they appeared in the north first indicates that they came in over the fur trade routes from Hudson Bay.

In his book, “Blazing the Old Cattle Trails,” Grant MacEwen — Alberta’s Lieutenant Governor — says that the first cattle to reach our tall-grass plains were a young bull and yearling heifer named “Adam” and “Eve,” and that they did come in by canoe.

These cattle were picked up by the first party of Selkirk settlers at the Hudson’s Bay Company’s Oxford House post and arrived at what is now the City of Winnipeg in August 1812. How they reached Oxford House in the first place is a matter of some speculation — probably they came from Britain via Hudson Bay. That would make them the advance guard of the British breeds which were to revolutionize the beef industry of North America.

Counting a bull, cow and heifer brought in from the east by the rival North-West Company, the total cattle population of the Canadian plains that year could have been as few as five head, although it was probably more. Nor can we say that these formed the nucleus of the more than five million head in Canada’s west today. Within a few years, a combination of mean weather, wild beasts, fur trade wars and hungry Indians had taken toll of the Selkirk cattle. Only the Red Man’s food — buffalo meat and saskatoon berries pounded into pemmican — kept the settlers alive.

It was Lord Selkirk himself who decided that his people could not prosper without a proper herd of cattle. He arranged with a doughty fur trader named Mike Dousman to drive beef animals up the long and dangerous trail from the Mississippi Valley. That first drive ended in bleak failure when the Selkirk men missed a rendezvous with Dousman below the border. Next year, a raiding party of hungry Sioux slaughtered the more than 200 head of a new herd while Dousman sat in his saddle and watched in helpless fury.

But that same year, two French Canadians, Joe Rolette and Alex Bailly, did manage to reach the Settlement with almost 100 head, counting bulls and oxen. Next summer, the ever-persistent Dousman slipped by the waiting Sioux with 170 more.

Thus the cattle industry of Canada’s West was forged in the familiar pattern of blood, sweat, toil and adventure. Once again the basic material was the tough and durable Longhorn.

Yet it was not until the final disappearance of the buffalo in 1879 that cattlemen were able to stock the great western rangelands. Concerned at the loss of the buffalo, the Federal Government granted single range leases on up to 100,000 acres at one cent per acre per year and contracted to buy beef so that stockmen would have a market. But two new moves were under way which would limit the spread of this fledgling industry — the development of dry farming techniques and completion of the trans-continental railway. A steady stream of land hungry dirt farmers poured into the territories.

As late as 1919, the will of a prominent Saskatchewan range cattleman was to read: “Finally I leave to each and every Mossback my perpetual curse as some reward to them for their labors in destroying the Open Range by means of that most pernicious of all implements, the plow.”





—Glenbow Foundation

# BREEDING UP THE WILD ONES

The Great Plains revolution which saw the buffalo herds replaced by Longhorns was followed by another change. This was a revolution of quality. Tough and gamey Longhorn meat did not bring a good price on Eastern markets. Cattle-men soon saw that they would need a better animal to convert the range grass into quality beef. Most of the new stock came from the same place as North America's main founding races — the British Isles.

Many a wild adventure tale has been spun around the efforts to bring British breeding stock to America's range-lands. Like Coronado's Longhorns, these new cattle crossed the stormy Atlantic on sailing ships. But there all similarity ended. The farm-raised purebreds carried more flesh and scale than the Longhorns. Even the name of the first comers — the **SHORTHORNS** — suggested the wide type difference.

The first Canadian importation of purebred Shorthorns were four bulls brought in by the New Brunswick Board of Agriculture in 1825. Similar importations had already occurred in the United States, joining the red Devon milch cows brought in years ago to the colonies. Then in 1832 came the first animals that could produce new purebred stock in Canada. Judge Robert Arnold of St. Catharines, Ontario, got a cow and her bull calf from New York State. Even at that early date cattle were moving freely back and forth across the border as they do today.

Next year, saw the first really important importation of English bloodlines when six Shorthorn heifers and two bulls reached the farm of John Howitt at Guelph, Ontario. After weeks on the heaving ocean the animals were trailed through the streets of Montreal and on to Lachine. Here they boarded a smaller vessel for the trip up river to Ottawa and down the Rideau Canal to Kingston. Then—like the canoe riding cattle

of the Selkirk settlers—they made an epic journey up rivers and lakes. When they landed at Hamilton, all that remained was a 35-mile trail drive through the woods to Guelph. These cattle laid the foundation for many great Shorthorn herds in Canada and the United States.

Another pioneer importer of British bloodlines was Frederick William Stone, also of Guelph. His first purchase never arrived in North America. They were thrown overboard in mid-Atlantic to prevent the ship from foundering in a violent storm. But, in 1854, a bull and three females did arrive safely. And a few years later — in 1860 — Stone brought in Canada's first Herefords.

Other breeders soon obtained black Aberdeen-Angus and Galloway cattle. Along the south coast, an exotic touch was added with the importation of some hump-backed Brahmins from India in 1906 in an attempt to produce beef animals that could better stand the heat and ticks of the south country.

At first, Western ranchers had some doubts about the ability of these British "farm cattle" to go out and rustle for a living on the open grasslands. But the newcomers soon proved they could adapt to the West — even to mating with the half-wild Longhorns.

Describing those early days, long-time cattleman Bert Sheppard of Alberta's pioneer OH Ranch had this to say: "The Texas trail herds that finally inched their way across the Canadian border at the end of America's Indian wars (1877) were mostly Longhorn and Shorthorn breeding — with Shorthorn blood predominating. It was not until years later that the hardihood and rustling ability of the Herefords brought the now-familiar "White Faces" to our Western ranges."





—Universal's "THE RARE BREED"

Sometimes blind chance takes hold of a man's career and makes his name immortal. Such a man was Samuel Maverick. In 1845, this Texas lawyer was pushed reluctantly into the cattle business when a neighbor named Tilton, who owed him \$1,200, talked him into cancelling the debt in exchange for title to 400 head of cattle running free on a strip of land along the Gulf of Mexico called Matagorda Island.

Said Frank Dobie: "Maverick did not want the cattle; he knew almost nothing about cattle and had no ambition to learn."

What he did do was place the cattle in the care of a Negro slave family and left them on their own. Few if any of the animals were ever branded. When the tide was low, many waded across to the mainland and disappeared into the bush.

After the Mexican War, and Texas became a state, Maverick decided to have his cattle rounded up and moved

# MAVERICKS AND RUSTLERS

across to a range up the San Antonio River. Although eight years had passed since he had taken title to the animals, Maverick found he still had just 400 head. Even in this new location, the family taking care of the herd branded only about one third of the calves.

In the meantime, owners of other cattle were keeping their own calves branded and were rounding up and branding older unclaimed animals. They knew where most of these strays came from so they called them "mavericks" and the ranchers who increased their herds by branding strays were called "maverickers". Later, Sam Maverick sold his 400 head. They were the last and only cattle he ever owned, but the word "maverick" became a part of our language.

Branding strays was not considered stealing in the early days. Unbranded critters a year old, or older, went to whoever could get a hot iron onto them. Some young men made themselves a stake by hiring out to some rancher to brand strays at 50 cents a head. Many an early cowboy built up a herd of his own by registering a brand and then hunting mavericks in the bush.

There were many killings over the ownership of mavericks. In one famous case, where one of the disputants was shot while trying to take possession of an unmarked range bull, other men in the drive branded the critter with the letters M-U-R-D-E-R on the left side and the date of the killing on the other. Texas Rangers hunted and killed the murderer, but the marked bull was never seen again.

Mavericking graduated into stealing when some branders began to "manufacture" mavericks. They would slit a calf's tongue so it could no longer suck and would stop following its mother — others would find a calf that had wandered off and rasp its feet so it could not walk back to find its mother. As calves were branded with their mother's brand, a motherless calf could be treated as a maverick.

But the beef cattle industry was growing in importance, and the big outfits began to look with disfavor on people who tried to "rustle" up a herd in the bush country. Range areas were becoming more clearly defined, and the big spreads were inclined to consider all the cattle in these areas as their cattle. And they had the men and guns to back them up.

With mavericks becoming more scarce, some would-be cattle owners began to look to established herds for a source of supply. They found that simple brands could be changed (raised) to read like other brands. And so cattle rustling was made a crime, punishable by a quick shot, or a rope flung



hastily over the limb of a convenient tree. Rustling became the theme of a whole flock of Western epics. One of the most notorious cattle thieves was Billy the Kid.

The first cattle rustling in B.C.'s Cariboo country began in the early 1860's. Jerome Harper, who had driven a big herd up from California to supply the Cariboo Gold Rush thought he was safe from cattle thefts when his JH was the first registered brand in B.C. But some of his neighbors found it quite easy to fill in the top of the H and make it read JR. There were no brand inspectors in those days, so it was some time before the trick was discovered. Harper started the Gang Ranch, which is still in operation.

If you think cattle rustling is a thing of the past, think again. For at every annual meeting of the Western Stock Growers' Association there is generally at least one rustling resolution. Cattle theft is not increasing at an alarming rate but — along with the rise in population — it IS increasing. Anywhere from 500 to 1,000 animals are reported lost or stolen in Alberta each year and there are many suspected thefts which are not reported.

But the methods — even the type of thief — have changed. There is no sudden thunder of hooves on a dark night, no bark of six shooters or a slumping night guard with a red stain spreading across his chest. Today's cattle thieves operate in trucks, snatch an animal or two from an isolated field and speed away. The number of cattle taken varies

from one to about 20, with 20 rating as a major haul. Light trucks are used mostly, but one time a rancher found a large cattleriner bogged down in the mud in one of his fields. He knew what they had come for, but as they had not taken any cattle yet he couldn't prove a thing.

Said one veteran investigating officer, "Brand raising is almost a forgotten art, and in the opinion of some it IS an art."

Once some cattle were stolen from the Indian Department and the I.D. they carry on the left hip was changed to read Bar TB. This was done by putting a horizontal stroke at the top of the "I" and another through the middle of the "D" and placing a "Bar" across the top. But every recognized cattle sale is checked by a brand inspector now. When the animals were put on sale, the inspector recognized the Bar TB as a brand raising and informed the R.C.M.P. The culprits were quickly brought to justice.

The widespread use of home freezers has led to a new — and miserable — type of cattle thief. A pair of motorists will drive around until they see a fat steer, then shoot it. They rip the hide off right there in the field, remove the hind-quarters (it contains all the best cuts) and place it in the car's trunk and then drive away. The front end of the animal is left to the magpies, crows and coyotes. Unless caught right in the act, these crude operators have a good chance of getting clean away with it.



—Universal's "THE RARE BREED"





# FREE GRASS TO FENCELINES

Of all the branches of Agriculture, cattle ranching has changed the least. Many of today's range spreads and ranching families have direct ties with the early West. A ranch may change owners many times yet still keep the same name and the same cattle brand. Generally, the brand is also the ranch name.

In Alberta, ranches such as the a7, Bar U, and the Rio Alto (OH) have produced beef cattle steadily under their original brands since the 1880's. The a7 has been in the Cross family since it was founded by A. E. Cross in 1866. Other pioneer spreads — like the 7U Brown and the Waldron (actually Walrond, but early cowboys found the name hard to spell) ranches — have been taken over by grazing associations consisting of a hundred or more stockgrowers. The group that bought the Waldron paid \$1 million for it. Nowadays, what they used to call the free grass comes mighty high.

The oldest brand in use in the Highwood River country is the OH of the Rio Alto Ranch. Still containing some of the early buildings, the ranch headquarters nestles in the shadow of Whisky Ridge — a height of land named for the liquor stills once concealed along its bushy flanks. Trading liquor to the Indians was a thriving industry in those days

so the North West Mounted Police established a post at the ranch in 1890 to try to put a stop to it. This was used until about 1900 then the log building became a blacksmith shop. Some years ago, Bert Sheppard of the Rio Alto restored the building as a historic landmark, but the place burned down soon after.

OH was the brand of O. H. Smith, mule skinner and Indian trader, who founded the ranch in 1879 with another Indian trader, Lafayette French. Since then, the property has had several owners. Four years after its founding, the ranch was taken over by Fred and Walter Ings who changed the name to Rio Alto ("High River", which was the original name of the Highwood). The next owners were two partners named Mayer and Leige who with some backing from Senator Pat Burns helped supply the Belgian beef contract of World War I. The Burns interests took over the ranch until 1950, when it was sold to C. W. Roenisch and William Ardern. Bert Sheppard was ranch manager. Present owners are the three Ardern daughters, Doug Kingsford and Bert Sheppard. But the Rio Alto still holds 17,000 acres of some of the finest grass land in the west and its cattle still wear the big OH brand on their ribs.

The range cattleman is a curious blend of feudal lord and saddle tramp. He is proud of his brand and jealous of his



traditions, but you do not have to probe very far to find the roving cowboy. There are few other lines of endeavor where a man is so deeply involved with his setting. And Bert Sheppard of the Rio Alto is no exception.

Bert is the son of Henry Norman Sheppard, who worked on a cattle and sheep station owned by the Anglican Church in Australia before coming to Canada in 1887. He was born in the log house of the Cottonwood Ranch, a spread founded by a notorious Western character named Big Jim McDonagh.

Today, whether the job is coiling a rope or branding a calf, Bert insists that it be done in the traditional way. Rio Alto cowboys still move the herd out to summer range in the spring and bring them in to winter ranges in the fall. Calves are still roped from horseback and dragged to the branding fires. As in the days of the Ings brothers, the job is being done by a ranch foreman and two or three cowhands moving about the same number of cattle, with a bit of help from the neighbors at branding time.

But an old-time cowboy would notice several changes not seen by the Tenderfoot eye. For one thing, the big, rough cattle of yesterday which were trailed to market at four years of age have been replaced by smaller, smoother animals that are sold at 18 months to a cattle finisher and driven to their new home in a cattleliner. Cattle wearing the OH brand today are all purebred Herefords. The breeding

herd — which carries another brand, the Anchor O — consists of registered purebred stock.

He would notice a big change in the range itself. Large areas have been reseeded with cultivated grasses which have increased forage production by about 300 per cent. In fact, the Rio Alto still has the same number of cattle it had in its heyday on an area that is several sections smaller. He would find 17 stock watering dams, good access roads and bridges leading to fenced ranges where grazing can be controlled to preserve the grass. In several shelterd locations he would see big hay sheds, each filled with neat bales, harvested with a mechanical baler. He might even see a bulldozer at work, tearing up the brush so that more land can be seeded to high-producing forage grasses.

In short, our old-time cowboy would find that MANAGEMENT and MACHINES have come to the range. And down at headquarters, he would see a detailed map of the ranch to work from showing every range, fenceline, water dam, spring and road. On some American ranches, he might even hear the sound of a computer above the jangle of the traditional spurs

"These days," says Bert Sheppard, "you have to go on increasing your production to keep up with rising taxes and overhead. And you have to do it within the boundaries of your own land. You can't just push your cattle a few miles farther out onto the free grass as the old-timers did."





# BRANDING, ROPING and ROUNDUPS

Branding cattle with a red hot iron has been practiced for over 4,000 years. A brand is the beef producer's trademark. On the Western ranches it is also his family crest. The brand book of any area is actually a history of ranching in that region. No matter what a brand may look like to a greenhorn, each one does have a proper name. And many of these names have a romantic ring like the music of horses' hooves.

There are colorful names such as the "Turkey Track," a brand that travelled all the way up from Texas to settle near the Cypress Hills in Saskatchewan. There is the "Pigpen" — a completely reversible brand that looks like the beginning of a game of "oughts and crosses" — which never left the Lone Star State. Southwestern Alberta is the home of the "Rattlesnake Crazy R," the brand of Russell H. Bennett — mining engineer, rancher and author of *THE COMPLETE RANCHER*, one of the best books in this field.

As the book explains, you can take a letter such as "L" and have it either lazy, crazy, flying, walking, swinging, rocking or tumbling. You can have it benched, anchored or straight. Put a circle around it and you have the Circle L. Generally, it is the clear, simple brands that can go on without blotching which have stood the tests of time. A good brand is one that cannot be easily changed to resemble another brand. Many a Western story plot has been woven around the altering of brands by some shady character who wanted to build up a cheap herd.

In Western Canada, branding is done around the middle of June. Average calf age at this time is about two months, which means the little critters are old enough to stand the shock of branding, but not too big to handle. Late comers



—Bob Taylor

that are less than two weeks old are left to be branded in the fall along with the "slicks" — late, late comers that were born out on the summer range.

All branding used to be done on the open range. This meant you had to have enough riders to hold the main herd from drifting while others were roping calves and dragging them in to the branding fires. Around the fires there had to be more men to "rastle" and hold the struggling critters while the sizzling iron was applied.

Now, the job is often done in special branding corrals. Small outfits have one such corral close in to the main ranch buildings, while larger ones may have three or four located at strategic points on their range. Corral branding is easier on the calves because they do not have to be dragged so far. Many modern outfits use chutes or a branding table. This is even easier on the animals for they do not have to be thrown and held. In some cases, a propane heating unit has replaced the wood-burning branding fire.

A rancher looks for a dry day to start branding his cattle because a hot iron on a wet hide can cause a bad scald. Along with the branding, calves are generally dehorned, inoculated for disease and ear marked. Male calves not wanted as breeding stock are castrated. The ear tattoo is an additional means of identifying cattle. It is put on the inside of the left ear flap with a small punch.

Branding is the time of bustle and clamor, rife with the grunts of struggling men and the frantic bawling of calves. The language is often picturesque though unprintable. There is a sudden flare-up of top hair as the iron touches, then a puff of blue smoke and the odor of burning hide as it bites deeply. Obliging neighbors are generally on hand to help with the work. Sometimes spectators from nearby towns are perched up on the rails of the corral for, in the range country, branding is as much a ritual as a chore.





Roping the calves calls for a fine co-ordination of eye, brain and hand — the calf is running, your horse is running and the rope in your hand is very flexible. Every working cowboy has to know how to toss a rope. He also has to have a horse with enough sense to run while the rope is twirling and stop short as soon as it reaches the end of its throw. Some men have perfected rope handling to where it is both an art and a craft. Old-time cowman Hope Hunter of High River, Alberta, could make a 75-foot spinning loop perform like a trained seal.

Summer in the range country means cutting and stacking winter feed and riding the fence lines to check on the herd. But when the leaves turn to gold and you can feel the bite of Old Man Winter in the air roundup time is near. Cows and calves must be gathered in from the ranges and the calves weaned onto dry feed.

At weaning, the calves are cut out from their mothers and placed in a separate corral. And again, the man is only as good as the horse under him. A cutting horse has to be quick to anticipate any sudden move of the critter that has been singled out. Weaning time is one of the noisiest periods of ranch life. The cows wander the outer fences bawling for their calves, while the calves keep up a steady chorus inside. The din can go on for several days.

In the free grass days there would be a big spring roundup to sort out the thousands of cows that had wintered on the range and to brand their new calves. To keep things straight, western ranchers formed the Northwest Stock

Association in 1885. In 1896 it became the Western Stock Growers' Association, and this body has been the main voice of Western stockmen ever since.

The Association brought order to the open range. It set roundup dates, appointed stock inspectors, hired line riders and built corrals. The first organized roundup was in 1886. Each outfit contributed a chuckwagon, a bedwagon, a wagon boss, a horse wrangler, a cook and seven or eight cowhands. A cowhand ran at least eight horses in his string. And as the herds were gathered in they had to have herd guards. They called the night man the "nighthawk," and a lot of our Western music came from the songs this lonesome rider sang to soothe his restless charges.

The last great roundup was held in 1907 after that terrible winter of 1906-07 had wiped out 75 per cent of our range cattle. Homestead fences were appearing everywhere and the open range passed into history.

The big drives and the big roundups may be gone, but cattle are still trailed to and from summer grass. Pay a visit to the Rocky Mountain foothills, or to B.C.'s Cariboo country, when some of the grazing associations are bringing their stock in from the forest ranges and you will find that much of the old magic still remains. The cowboy who rides ahead is still riding "point" and the one at the rear rides "drag". Along the line of the ambling critters ride "swing" or "flank" men to keep the onery strays in line. This is a rite of the range cattle industry that cowmen are loathe to change.



—Bob Taylor





# FARMS and FEEDLOTS

Color and glamor abound on the big cattle spreads, it is true, but they produce only five to eight per cent of Canada's beef cattle. The great bulk of our production comes off farms and small holdings all the way from Newfoundland to Vancouver Island. Counting both leased and deeded land, about 75 per cent of our beef producers have under 1,000 acres. Less than two per cent have over 10,000 acres. Over half of our producers carry no more than 100 head, with a breeding herd of 50 cows or under. These figures do not necessarily apply to the United States where there are millions of acres of arid and semi-arid lands which are suitable only for grazing.

Almost one third of our beef cattle are produced in Eastern Canada. The estimated beef cattle population up to June 1st, 1966 is given as 9,154,100 head with 2,962,100 head in Ontario, Quebec and the Maritimes, 5,768,000 head on the Prairies and 424,000 head in B.C. At 2,058,000 head, Ontario ranks third in Canada. Saskatchewan is second with 2,063,000 head and Alberta leads with 2,823,000 head. But no matter where you live there's an odds-on chance you are eating farm-raised beef.

No phase of beef cattle raising has advanced as rapidly as cattle finishing. This growth has been sparked by two things: an increased consumer demand for higher grade beef, and a grain glut which has provided an abundance of cheap food. Unable to market their grain, many farmers fenced off a small piece of the farmyard area and bought a few head of cows. In Canada, the grain glut has disappeared for the present, but our feedlot industry continues to grow. And this growth has produced the cattle feeding specialist — a combination of stockgrower and businessman who is willing to take advantage of any technological advance that will enable him to operate more efficiently.

The modern feedlot represents a complete break with the range traditions. It uses special starter and finishing rations, growth hormones, systemic insecticides and animal tranquilizers. There are often push-button controlled feed mixer and grinder plants right on the premises, and automatic feeding devices. These feeding "factories" vary greatly in size. In Canada, there are lots that handle up to 10,000 head although a feedlot that can handle 3,000 head is considered large. But there are lots in Idaho, California, Arizona and elsewhere that can feed 20,000 to 100,000 head. Such operations would handle 200,000 to 400,000 tons of feed, silage and manure each year, and all of it by modern mechanized methods.

Many large American feedlots have moved into the electronic data processing (computer) field. The Noble Cattle Company of Kerman, California, has its own data processing center and is now getting management information from 22 different "programs". A program is a set of commands fed

into computer units authorizing the machine to select out certain desired data. It might be designed to give such information as the profit potential of a newly arrived shipment of feeder steers.

When the steers are purchased, a history of the animal is obtained. This is promptly fed into a computer, along with their sex, age, weight, origin, purchase price, days needed to fatten, estimated month of slaughter, estimated death loss, estimated daily gain and conversion, and estimated market price at time of sale. The machine will give back the amount of profit which can be expected from these animals. There are programs for feed analysis, feed programming, daily accounting and just about every other phase of the operation.

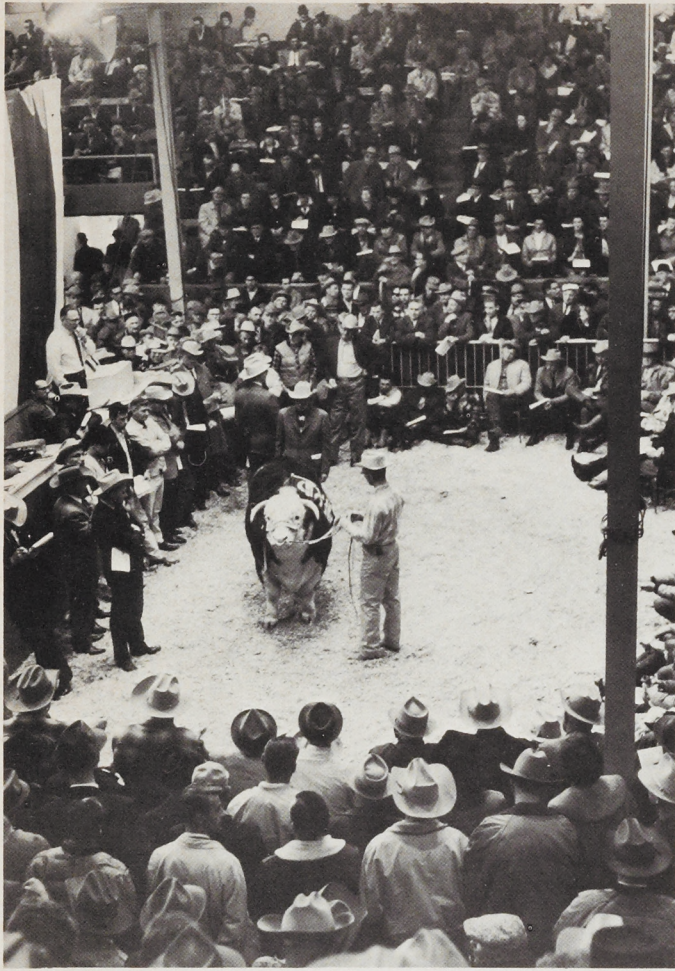
This is a far cry from pushing critters out onto the free grass to fatten and then running most of the weight gains off them on the long trail drive to market. But the old cattleman's methods were sufficient to his time. And what machine could compute the loss in days, cattle and even human lives from a sudden Indian raid, or the money spent to bribe a jayhawker who has fenced his claim around the only waterhole.











—E. W. Cadham

# THE CATTLE MARKETS

In Canada, a cattleman can sell his animals by any one of several methods: He can take the critters to a public stockyard, ship directly to a packing plant, or sell to a "Country Buyer" — a man who takes delivery right on the ranch or farm. If none of these methods fills the bill, he can ship directly to export, sell through a community auction sale, or at auction barns scattered around most farming areas. Competition is wide open in the cattle trade, and most cattlemen aim to keep it that way.

The largest and most familiar sales outlets are the Public Stockyards. These are located in the bigger centers on the main railroad lines. They are equipped with facilities for receiving, unloading, boarding, selling and re-shipping livestock. A stockyard that handles a large volume of trade sets prices for the whole industry. These prices are arrived at

through buying and selling by a large number of commission agents, brokers and packer-buyers in open competition. They are quoted and used as a yardstick in most other types of markets.

"Think of the public stockyard as a wind-up clock," says Charlie Kennedy, general manager of the Alberta Stock Yards Co. Ltd. "The stockyard company is the case and framework which holds the thing together. The daily flow of livestock is the spring which exerts necessary pressure on the 'works,' which is made up of the various commission agencies. Acting as a sort of balance wheel, is the livestock dealer or broker. Unlike commission agencies, who can only buy and sell for a client, the dealer is licensed by the Federal Government to buy and sell animals on his own account. This freedom allows the dealer to counter any temporary slackening in buyer demand with his own purchases."

The heart of the public stockyard is the auction ring. This is where the action goes on. A door slides open and an animal (or group of animals) comes charging into the ring. There is a handler with a prod to keep the critter moving so buyers can size it up. Then the big-voiced auctioneer begins his chant, and a weird and wonderful jumble it is. Yet the buyers know where the price stands all the time, and when the price is right they buy. Though you may not catch the buyer's signal, the auctioneer or one of his helpers does.

All you need for a sale are cattle, an auctioneer and a buyer. But a modern sales complex, such as the one at the Calgary Stockyards, is much more elaborate than this. There are two distinct auction rings under one roof. Each operates simultaneously and seats about 200 buyers, shippers or interested spectators. There are washroom facilities for both sexes, and a coffee and snack bar. Each of the two ultra-modern livestock weigh scales is equipped with Howe dials and electrically operated weight printers. As animals pass over the scales, their weights are automatically flashed on illuminated screens in the sales rings so that all can see.







From 1903 to 1950, all livestock bought and sold at the Calgary Stockyards were handled by private treaty. That is, the buyer contacted an agent privately and made a deal. In July 1950 the Calgary yards converted completely to competitive auction selling. It was the first major terminal livestock market on the North American continent to do this. Since then, all terminal markets in Canada, and some in the United States, have sold by auction.

Another popular sales outlet is the Sale Barn, or Country Auction. This operates like a public market in miniature. The buildings and facilities are provided by the owner, who also acts as the sales agency. Bidding in these markets is also open and competitive, and could have some effect in setting prices because of the large numbers of cattle now being sold this way. Country auctions are an outgrowth of improved roads and trucking. Many producers like this type of market because it is closer to them, which means reduced hauling charges and shrinkage.

Some cattlemen feel that they can do better if they form a Community Auction Company and market their own cattle. These co-operative associations are generally found in smaller centers where no terminal yards are available. They provide a sort of mobile marketing place, holding periodic auction sales at either rented or owned yards throughout the cattle country. The association hires auctioneers, weigh men, clerks and yard hands. It also represents the producer in the sale ring.

You do not have to be a member to sell your stock at a community auction. A non-member pays the same entry fee

and sales commission as a member. The only difference is that a member has a vote and is entitled to a share of each year's profits. Unlike stock at most public markets, community auction cattle go directly from weigh scales to the auction ring. They are not weighed afterwards.

A cattleman who favors direct selling — that is, who prefers to sell directly to a meat packer — can do so in three ways. He can sell to a travelling representative of the packer (country buyer) who buys cattle right on the farm. He can sell to a packer's buying station, which is usually built on a main highway leading to a large trading center. The third choice is to truck his animals directly to the door of the packing plant. Competition is fierce in both the trucking and the buying, although some cattlemen truck their own. Rival buyers often keep shifting location farther and farther out along the highway (like a checker game) so that theirs will be the first station seen as the producer drives his stock toward town.

Many producers prefer direct selling because they do not have to pay any handling charges. They also feel that their stock has less chance of getting battered and bruised if a third handler is eliminated. Others claim that direct selling undermines the public market system, which was designed to protect the producer. If all marketing were to revert to direct selling, or to private treaty deals where no competitive bidding was involved, the cattleman would most certainly suffer. In all forms of direct selling the producer himself must possess both skill and experience in livestock dealing. The men he is dealing with are picked especially for this job.





## SHIPPING CATTLE

In the old days, cattle were moved on foot; and it did not matter if the trip were two miles or two thousand. Along the great waterways, like the Mississippi-Missouri, they went by barge. But railway steel pushing west doomed the trail drives, and the development of motor trucks moved water transportation right out of the picture. One of the first rail shipments of live cattle was made in 1852 when 100 head were loaded in Kentucky and shipped to Ohio. Today, all shipments are made by rail or truck — even by aircraft in the case of special breeding stock.

According to “Teddy Blue” Abbott, an old-time trail driver, sudden storms were one of the biggest dangers on the trail. Many cowpunchers were killed by lightning; Abbott himself was knocked right off his horse on two occasions. Hail was another hazard. One time, a big hailstone struck “Teddy Blue” on the hand and he dropped his reins. His horse

dumped him and bolted, leaving him to spend the rest of the night on foot. Storms like that would often stampede a herd and the riders would have to spend all the next day rounding them up.

Turning a trail herd was quite an art. In a right turn, the rider on the right “point” would drop back and the man on the left “point” would move ahead and start pushing them over. By watching the movement and cutting the curve, the men behind could save the “drag” — the weak and sore-footed cattle at the rear — a few hundred yards of travel. The average trail herd was about 2,000 critters and it took about 11 men to move them. There would be two men on “point”, two “swing” men behind them and two “flank” men farther back. Bringing up in the rear were two “drag” riders, choking down all the dust. A cook, horse wrangler and trail boss made up the rest of the crew.



There was no love lost between settlers and cattle drovers. Jayhawkers, as the cowboys called them, would take up a claim by a waterhole and charge trail outfits for water. Driving became impossible on most of the old trails when settlers planted unfenced grain fields along the way and made the trail outfits pay for any damage done. After driving through fall wheat for two solid days, and riding like crazy trying to keep the cattle out of it, "Teddy Blue" and his fellow riders once threatened to quit unless the owner sent the cattle the rest of the way by train. By 1895, the great cattle trails of the south were finished.

But trailing cattle went on in Canada for some years after that. The most spectacular movements were made during the Klondike Gold Rush. In 1897, young Chris Bartsch — who was headed for the gold fields — agreed to help drive some Montana steers over the rugged White Pass and scow them down river to Dawson. But the cold weather caught them, so they butchered the animals and left them in nature's deep freeze over winter. Next spring the men arrived with sleighs and dug up the beef. This time, a sudden warm spell forced them to salt the stuff down. They finally arrived with their cargo of corned beef which sold for fabulous prices. The following year, Chris got married and spent his honeymoon taking 100 steers and 500 sheep to the Yukon, but the White Pass-Yukon railway had been completed by then.

Billy Henry, who still lives in High River, Alberta, took 180 of Pat Burns' best steers to the Klondike via Vancouver. It was July 1st and snowing when Billy and his drovers left Pyramid Harbor, near Skagway, and headed up over the pass. Trailing along the banks of the Yukon, they reached the Pelly River by October, and could go no further. Billy backtracked to a small sawmill near Five Finger Rapids where he had two scows made to take the cattle the remaining 150 miles into Dawson. But the cold came on and they had to butcher. These cattle also reached their destination as cut meat. They were the first Canadian cattle into the Klondike.

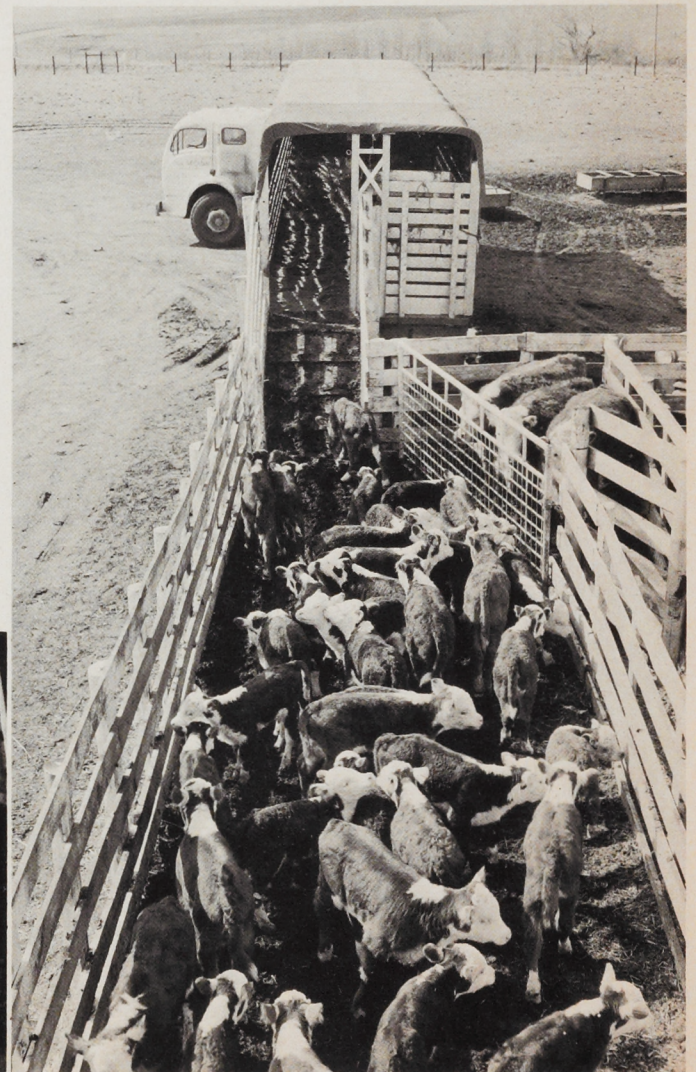
Several attempts were made to drive cattle from the Chilcotin in central B.C. through 1,200 miles of wilderness to Dawson. Norman Lee got as far as Teslin Lake on the Yukon border where he butchered his cattle. He attempted to take the meat the rest of the way by raft, but a storm came up and he lost everything. Another overlander, Johnny Harris, got his meat to within 200 miles of Dawson before the freeze-up overtook him. Cattlemen have performed mighty feats of endurance to get their product to market.

Since 1920, trucking cattle by road has all but taken over. In the United States, 87 per cent of all livestock

received at the public markets comes by truck. One reason is the development of super-highways. Trucks are speedy and convenient — even for long hauls such as from the Prairies to Eastern Canada they are used whenever shippers can get them. Motor vehicles can be loaded at the farm, ranch or feedlot and shipped directly to their final destination. And trucks can be found to match almost any load size, from ½-ton pick-ups to double-decked, air conditioned semi-trailers with a load capacity equal to a standard 36-foot rail car.

But the railroads are fighting back with new equipment and improved service. There are new-type cars with adjustable shutters that can be closed in cold weather, with aluminum-painted roofs and ends to reflect the sun in summer. Some railroads have built 50-foot cars for increased capacity. There are cars with roller bearings, automatic brakes, and high-speed wheels — with bolster snubbers to reduce vibrations and "bounce", and friction gears to cut "jolty" starts. Others have special non-skid compounds on the floors — all designed to reduce animal losses through discomfort or injury. Many major lines are joining the "enemy" by providing a "piggyback", or trailer-on-a-flat-car service.

But everywhere that cattle are on the move you will see bystanders turn for a second look. There is something about a cattle shipment which stirs the memory or the imagination.







—Canadian Pacific Railway

# THE BEEF PACKING INDUSTRY

A packer is a slaughterer who processes and cures meat. The name "packer" dates back to colonial days when most slaughterers were killing hogs and packing the meat in boxes or barrels of brine. Today, packers "pack" very little of their total meat output. Modern methods of refrigeration and curing have just about taken over.

There are four main types of meat packer in the industry today: (1) the larger firms such as Canada Packers and Burns in this country, and Swift, Armour, Wilson and Morrell in the United States; (2) medium-sized packers who operate across provincial and state borders; (3) local packers who secure most of their animals locally and sell their products inside a province or state; and (4) small town and country packers.

Large packing firms have been much criticized for their monopoly tendencies, but they perform one function which the small man is unable to tackle. That is research. Some years ago, Armour embarked on a large-scale program of beef improvement by offering free semen from tested bulls to all cattlemen who shipped to them. Later, they joined forces with two prominent ranchers, Charles and Don Coddington

Foraker, Oklahoma, to form Coddington-Armour Research — a ranch-based breeding project aimed at producing high quality "red meat" bulls. But the biggest contribution from packer laboratories has been in the field of complete by-product use. As the hog packer claims, they use "everything but the squeal."

Before the American Civil War, the meat packing center of the United States was Cincinnati, Ohio. After that, Chicago took over and reigned as the butchering capital until quite recently. Then packers began to close their big, inefficient Chicago plants for more modern units in the main livestock producing areas. This decentralization is still continuing.

Founders of the huge Chicago packing industry were Gustavus F. Swift and Phillip D. Armour. Then came Cudahy and Wilson to make up the packers' "Big Four." Fourth place has since been taken over by John Morell. Most of these pioneer packers began in a small way. Swift started by delivering meat in a little horse-drawn red wagon. The firm's huge truck fleet still retains this color. The red meat industry — like the ranchers who supply them — is very conscious of the part it played in pushing back the frontier.

Phillip Armour built the world's first large meat chilling room at his Chicago plant in 1872. Here, the meat was hung on hooks attached to the ceiling and the floor above was filled with blocks of natural ice cut from lakes and streams. The early 1870's also saw the first refrigerator cars. These were little more than rolling ice boxes and did not protect the meat very well. The first mechanical refrigeration plant in America was built in Chicago in 1880, and the first modern refrigerator car came soon after. Swift and Armour played a big part in these developments.

A Canadian pioneer who was a giant in both the ranching and the meat packing industries was Senator Patrick



Burns of Calgary. Pat Burns was a member of Alberta's ranching "Big Four," and also built a meat packing, dairy and fruit wholesale empire which stretches right across the nation. He had great faith in the future of cattle. At the height of the tough times of the Thirties he told Western cattlemen to "hang onto the cow's tail and she'll pull you through!"

Like Gustavus Swift in the United States, Patrick Burns began by selling meat in very small lots. Born in Oshawa, Ontario, he headed west with his brother John in 1878, both bent on filing homesteads. They had worked for a winter in the bush to build their savings, but had to take a couple of oxen in lieu of wages. Pat slaughtered the old animals and peddled the beef. It was his first venture into the meat business and gave the brothers enough money to take them to Manitoba on the newly completed Canadian Pacific Railroad.

Pat Burns had good intentions about settling down to farming, but he saw so many business opportunities elsewhere that he could never stay home. With a new oxen team and a wagon he had earned by working for the C.P.R. in Winnipeg, he hauled hay and freight and did custom land breaking. Lacking capital, he bought a cow "on time" and sold her for a profit. Then he bought another and repeated the process. Soon his neighbors came to know him as a man who would buy or sell anything.

In 1886 he got the contract to supply beef to the railroad construction crews of MacKenzie and Mann who were building a railroad in Maine. (Willie MacKenzie had been a school chum of Pat's back in Oshawa.) This was the beginning of big business operations for Patrick Burns for this

contract was followed by a larger one to supply beef for the construction camps along a line being built from Regina to Saskatoon and Prince Albert.

With his business expanding so rapidly, Burns found financing a bit difficult. He asked the homesteaders and cattlemen to allow him a month to pay when he bought their cattle. They did this and none of them ever regretted it. Pat Burns had a knack for finding beef markets. He sold to the railroads, to the Government to fill Indian contracts, and to lumber and mining camps in the mountains. In 1890, he moved his headquarters to Calgary and built a slaughterhouse there. When the Klondike Gold Rush began in the Yukon, he shipped beef to Dawson City. In the years that followed he shipped thousands of tons of Prairie beef to the far north country.

When his Calgary plant burned down in 1892, Burns built another — this time on the East Calgary site where the company's big slaughterhouse now stands. By 1898 the Calgary plant was processing 150 cattle a week and pigs and pork products had been added to the trade. Because he did most of his own buying, Pat Burns had to travel over much of the Prairies and British Columbia. That was how he got interested in the production end of the beef industry. He became a rancher, and a big one. By 1912 he owned six huge ranches. As a member of the "Big Four," Pat had a hand in forming the first Calgary Stampede. At his 75th birthday party in Calgary in 1931, which was attended by 700 people, it was announced that he had been appointed to the Canadian Senate.

This is the breed of man who built our beef packing industry.







# THE ROYAL DISH

Cooks and word specialists have had a great time speculating on the origin of the word "sirloin". A favorite tale is that an English king was so taken with a succulent roast of loin that he whipped out his sword and dubbed it "Sir Loin". Actually, says one authority, three English kings, James I, Henry VIII and Charles II, thumped hot beef roasts with their swords and knighted them, and they were probably a little tipsy on grape juice when they did it. In fact, guides in Britain still lead tourists to the exact spot in three British and Scottish castles where this ceremony took place.

Not so, says the book, "Word Origins & Their Romantic Stories". The term "sirloin" was in use before James I was more than a gleam in the Stuart eye. The word is an adaptation of an old French word, "surlonge", formed from "sur" (over) and "longe" (loin). But the tales were right in spirit. Roast beef is indeed a royal dish — "fit for a king".

"Porterhouse", an even more succulent cut, is said to be named from a "Porter House", a place where porter and other malt liquors, and chops and steaks were sold. "Tenderloin", which appears to speak for itself, has a double meaning — a peculiarly American one — according to the book. In the late 19th Century, it was applied to the district of New York City — then west of Broadway between 23rd and 42nd streets — where the juiciest cut of political graft was available.

Today, the barbecue has become an integral part of suburban living, even a mark of social prestige. Out West, where huge cuts of beef are still barbecued to feed large

gatherings of people, barbecuing is a ceremonial rite. Barbecued beef is beef cooked in pits or ovens, or on a slowly revolving spit. This method is designed to retain the meat's succulent juices and aroma, and the tastiness is greatly enhanced when the job is performed in an outdoor setting. Husbands who would run a mile if their wives asked them to prepare a meal in the kitchen, eagerly volunteer to preside at the outdoor barbecue.

The origin of this word is also open to a good deal of speculation. One school has it that "barbecue" is a Western term and took its name from the — BQ brand of an early Texas rancher who was famous for his roast beef. He would have had to have been a very early Texan, much earlier than the state of Texas itself.

In 1661, a man named Hiceringill wrote: "Some are slain and their flesh forthwith Barbac'd and eat." Later, in 1690, another book states: "Let's barbicu this fat rogue." In Spanish, or in Haitian, a framework of sticks set on posts is called a "barbacoa". The French have a word, "babracot" for a stage of green sticks built over a fire on which meat is laid to cook.

But an older book than any of these sums up the feelings of all beef lovers when it states: "Biefe is better digested than a chykens legge."

Food for the stomach and food for the soul — that is the story of beef.







# Picturesque . . . Profitable . . . Practical . . . THE WHITE FACE

In the year 1860 there were only nine Herefords in Canada. One hundred and six years later, the Honorable J. J. Greene, Minister of Agriculture made the following statement, "I understand that the trade estimates about 80 per cent of the commercial beef cattle in this country carry Hereford blood. Therefore, it is evident that your breed, and you as individual breeders, are justified in taking pride in the remarkable job done by Canadian cattlemen in raising the quality of their beef production. . . . You purebred breeders, the 'architects' of the beef cattle, can, therefore, take considerable credit for the improvement that has taken place in the quality of beef available for the Canadian consumer and for the export market."

The "success story" of the Hereford breed in Canada is a remarkable one. It had to first prove it was hardy enough to survive Canada's extreme winters — this has now been demonstrated on countless occasions. The Hereford is a very docile animal and this is a very important characteristic to all who must work with it — the registered breeder, the rancher and the feed lot operator. The Hereford cow must be able to raise a strong calf each year. She must be hardy enough to survive on summer range where grass is frequently scarce and the closest water hole is miles away. The characteristics of rustling ability and hardiness are noted attributes of the breed. Hereford breeders have always led the way in any program that may lead to improvement. In Canada, the first bulls on performance test were Herefords and in the tenth annual report on Record of Performance of Beef Cattle, Herefords comprised 67 per cent of the total!

The different characteristics of beef animals have varying degrees of importance to those who work with them. The rancher is concerned about hardiness, large calf crops, fast growth, early maturity and rustling ability. The feedlot operator wants a docile animal that gains rapidly, makes economical use of feed and has the ability to put on enough fat at the ideal weights to produce a juicy, tender, flavorful product. The packer is concerned about the last characteristic also but he further demands a high dressing percentage and a minimum of waste.

Over the past 40 years the Hereford has been subjected to endless research covering characteristics described in the above paragraphs — and invariably has performed at or near the top! To be practical and competitive in this modern age a breed must have superior performance in a very large number of economically important characteristics — and this can only describe the Hereford!





—Juliet Mills in Universal's "THE RARE BREED"

### BEEF CATTLE BOOKLETS AVAILABLE

1. **ABOUT BEEF AND BEEF DISHES** — Prepared by the Canadian Cattlemen's Association. Contains interesting details about beef, a beef chart, many excellent recipes including barbecue ideas.
2. **SELECTING A BEEF BULL** — Professor George Raithby, Ontario Agricultural College, one of Canada's most respected and best known livestock authorities, demonstrates in a series of excellent pictures the important points to examine when selecting a beef bull.
3. **CALF TO CARCASS** — Ed Noad, High River, Alberta, a man who has fitted and shown Champion steers of all the major breeds, selects a calf and demonstrates, with pictures, his reasons for this selection. We follow it during development, into the show ring and then finally examine the carcass.
4. **LET'S TAKE A LOOK AT A BEEF COW** — One of the first men to introduce and promote junior club work with livestock in Saskatchewan, E. E. Brockelbank, explains with pictures how to select a good beef cow.
5. **HEREFORDS ARE THE PAY-OFF** — The results of a number of experiments with beef cattle are translated into dollars and cents to show just why the Hereford is the leading beef breed in the World. Solid proof of the facts behind the well known statement — "more calves, more pounds, more profits!"

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